

Do you want more traffic?

YES, I WANT MORE TRAFFIC

NO, I HAVE ENOUGH TRAFFIC

## Advanced **SEO Webinar**

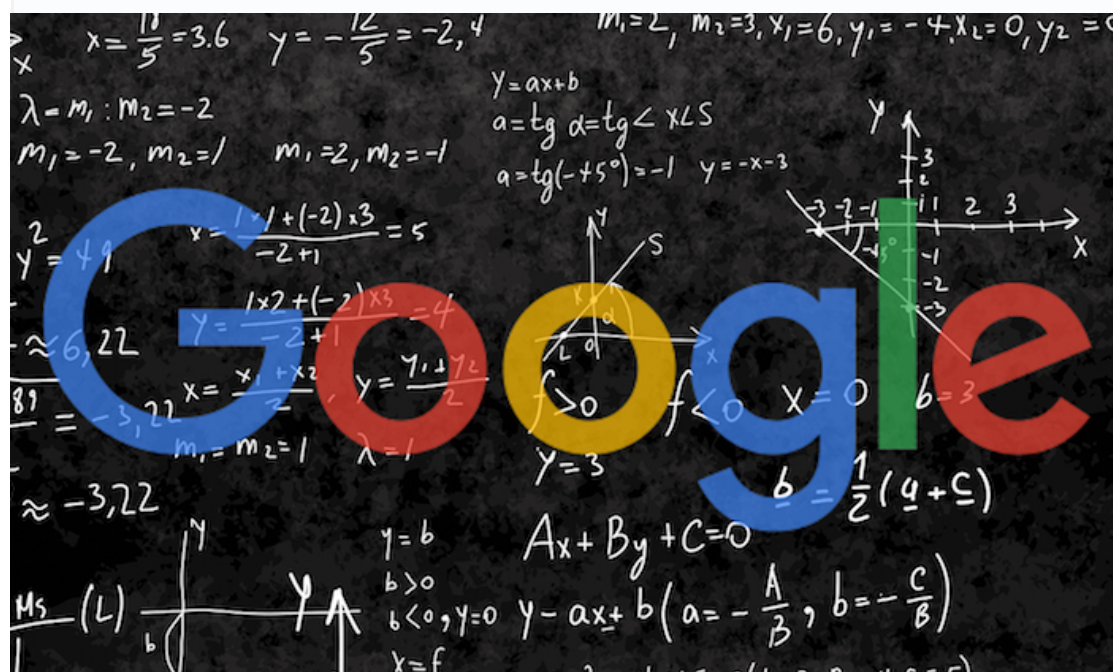
How I generate 1,702,148 visitors a month through  
SEO

YES, I WANT MORE TRAFFIC!



# How Google's Search Engine Really Works (A Peek Under The Hood)

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## Advanced **SEO Webinar**

How I generate 1,702,148 visitors  
a month through SEO

Google's search engine is technically complex.

There are hundreds [some say thousands] of different factors taken into account so that the search engine can figure out ***what*** should go ***where***.

It's like a mysterious black box, and very few people know exactly what's inside.

However, the good news is that **search engines** are actually pretty easy to understand.

We may not know every single factor [out of a hundred or thousand], but we also don't need to.

I'll bring it down to the basics with a simple method to please Google, rank higher, and **bring in more website traffic**.



I'm also going to introduce you to some of the

latest developments, like RankBrain, that help Google **guess** what you're actually looking for [even if you don't type it in].

But first, I'm going to walk you through exactly how **Google's search engine** really works so that you can see that it's not as difficult to understand as you might think.

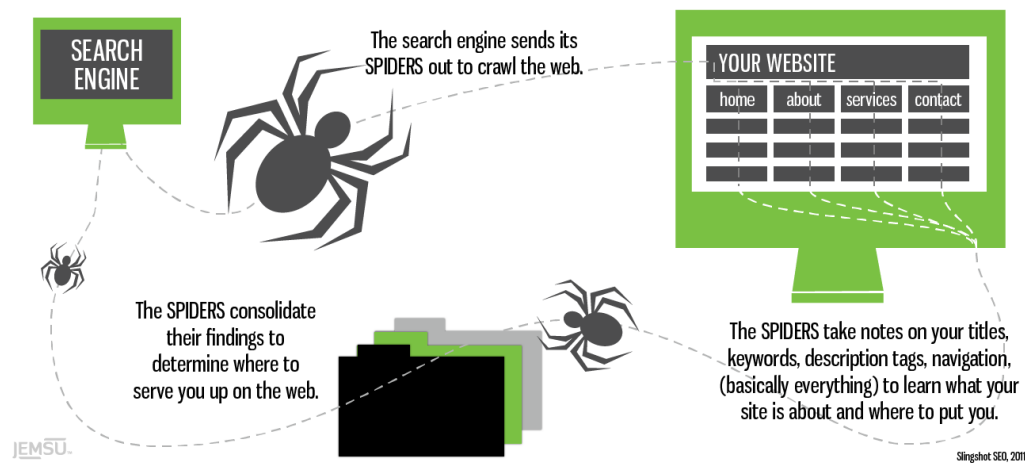
## **How do search engines crawl the web?**

Google's first job is to 'crawl' the web with 'spiders.'

These are little-automated programs or bots that scour the 'net for any and all new information.

The spiders will take notes on your website, from the titles you use to the text on each page to learn more about who you are, what you do, and who might be interested in finding you.

## How search engines work (nutshell version).



That may sound simplistic on the face of it.

But that's no small feat considering that there are anywhere from 300-500 new web pages created every single minute of the day.

So the first massive challenge is to *locate* new data, record what it's about, and then store that information [with some accuracy] in a database.

Google's next job is to figure out how to best match and display the information in its database when someone types in a search query. Scaling becomes a problem again, though.

Google now processes over two trillion searches in a single year. That's up from only one billion a year in 1999.

That's roughly a *199,900% volume increase* in the last seventeen years!

So the information in its database needs to be categorized correctly, rearranged, and displayed in less than a second after someone expects it.

And time is of the essence here. Speed wins, according to Marissa Mayer back when she worked for Google over a decade ago.

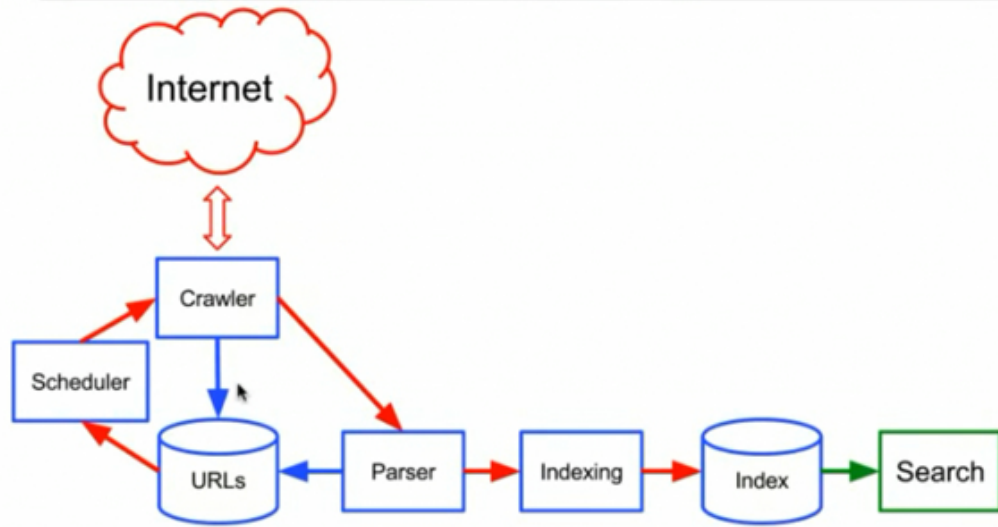
She reported that when they were able to speed up the time it took the Google Maps home page to load (by cutting down on its size), traffic leaped 10% within seven days and 25% just a few weeks later.

Google won the search engine race, then, because it's able to:

1. Find and record more information
2. Deliver more accurate results
3. And do both of those two tasks faster than any other engine

It's gotten incredibly good at shuttling information back-and-forth across its "pipeline," which connects users to its database of information.

## The Pipeline (simplified)



One of the reasons Google jumped out to an early head start on all of this stuff came down to the accuracy of its results.

The information it displayed was simply a lot better.

Think about it this way.

When you type something into Google, you're **expecting** something. It might be a simple answer, like the weather in your city, or maybe a little more complex, like "how does Google's search engine really work?"

Google's results, compared to other alternatives at the time, answered those queries better. The information was the best of the best.

And this breakthrough came from an initial theory Google's co-founders actually worked on in

college.

## Why do links matter?

Google’s co-founders were still back in Stanford in 1998 when they released a paper entitled “The PageRank Citation Ranking: Bringing Order to the Web.”

Check it out — [you can even read the whole thing right here!](#)

### The PageRank Citation Ranking: Bringing Order to the Web

January 29, 1998

#### Abstract

The importance of a Web page is an inherently subjective matter, which depends on the readers interests, knowledge and attitudes. But there is still much that can be said objectively about the relative importance of Web pages. This paper describes PageRank, a method for rating Web pages objectively and mechanically, effectively measuring the human interest and attention devoted to them.

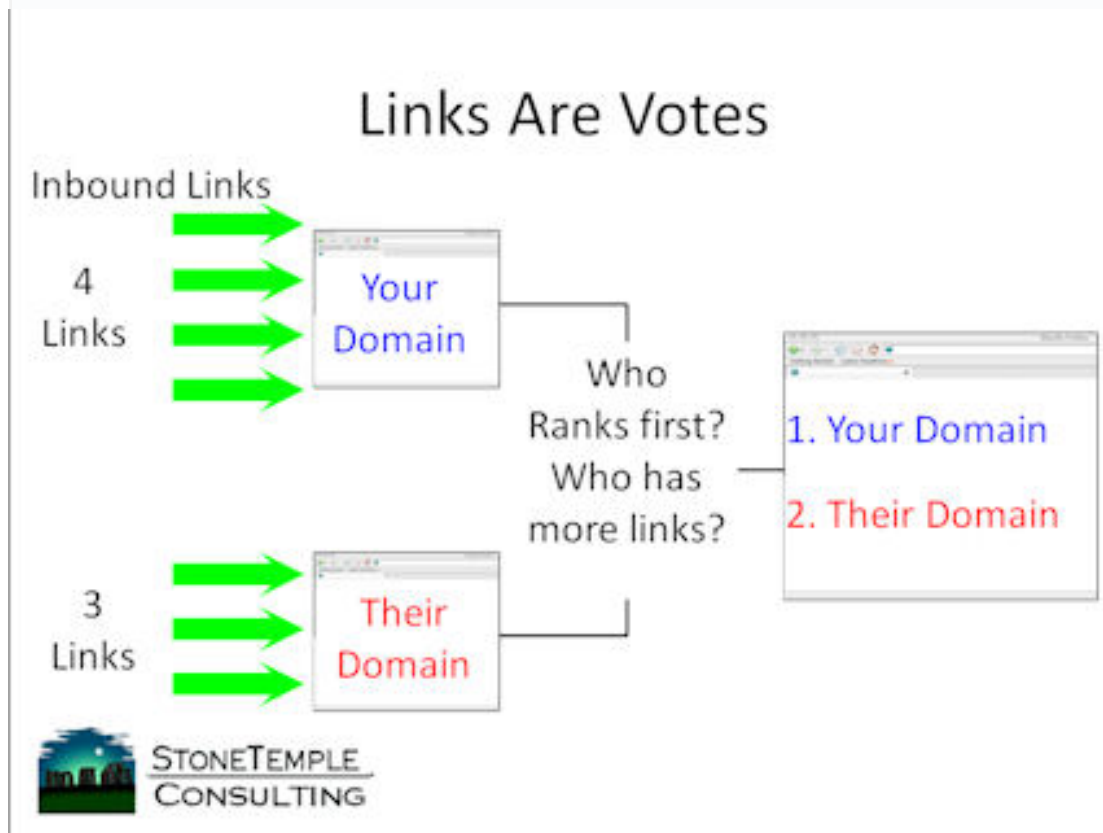
We compare PageRank to an idealized random Web surfer. We show how to efficiently compute PageRank for large numbers of pages. And, we show how to apply PageRank to search and to user navigation.

The PageRank breakthrough was simple.

Academic papers were often ‘ranked’ by the number of citations a paper received. The more they received, the more **authoritative** they were considered on that topic.

Google co-founders, Larry Page and Sergey Brin,

wanted to apply the same ‘grading’ system to the web’s information. They used backlinks as a proxy for **votes**. The more links a page received, the more authoritative it was perceived on that particular topic.



Of course, they didn’t just look at the number of links. They also factored in quality by considering *who was doing the linking*.

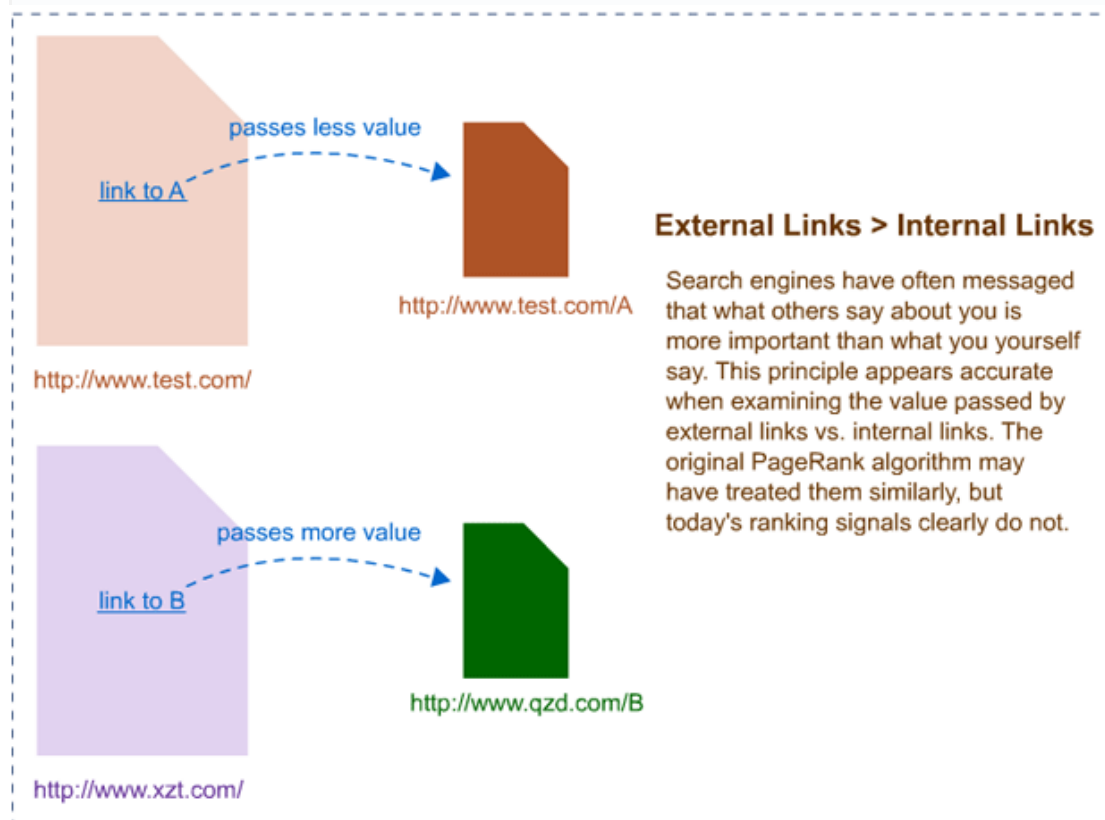
If you received two links, for example, from two different websites, the one with the more ‘authority’ on a topic would be worth more.

They also considered **relevance** to better gauge the ‘quality’ of a link.

For example, if your website talks about “dog food,” links from other pages or sites that talk



about things related to “dogs” or “dog food”  
would be worth more than one talking about  
“truck tires.”



Now, before we go any further, please understand that we’re talking about concepts that are over a decade old.

PageRank may have mattered years ago, but it’s evolved tremendously since then. So don’t worry about it explicitly today.

One of the reasons is because of new algorithm developments like RankBrain.

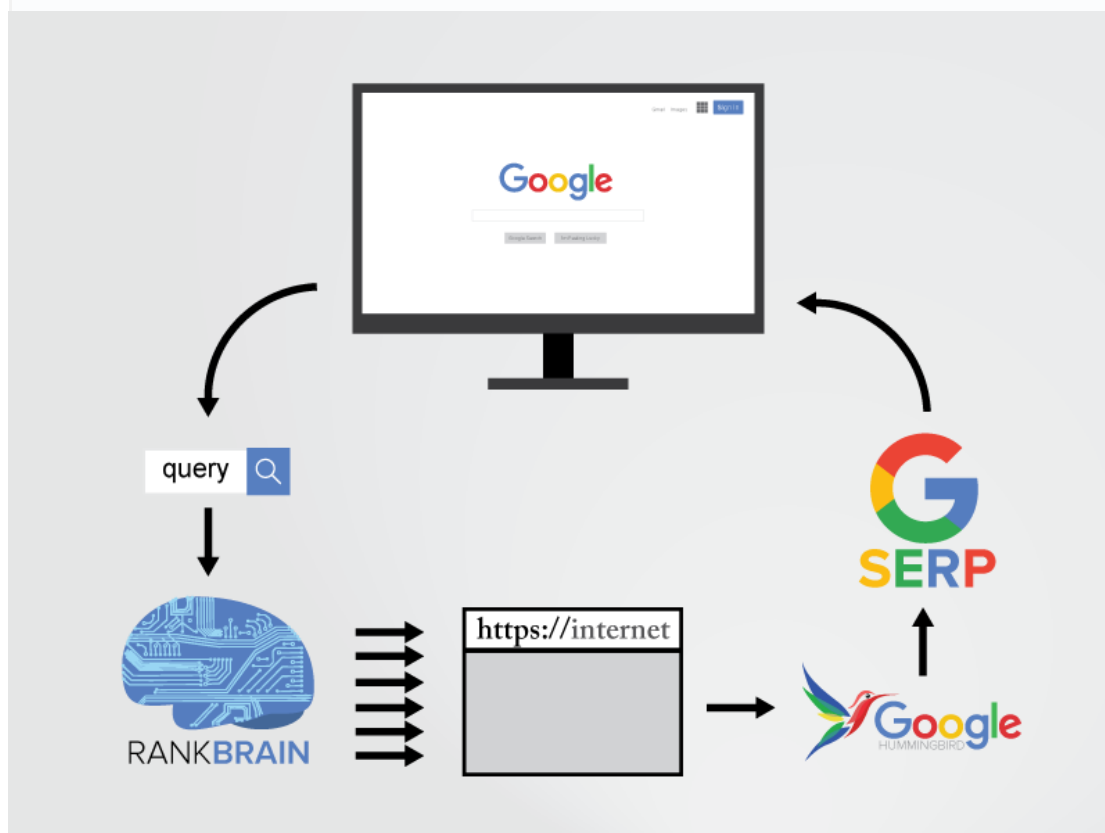
## What is ‘RankBrain’ and how does it work?

**RankBrain** was first acknowledged only a few years ago by Google engineer Greg Corrado:

*RankBrain has become the third-most important signal contributing to the result of a search query.*

Google's been working on this technology for the past five years to help the search engine handle the massive increases in volume without losing accuracy.

The RankBrain secret sauce is that it uses **artificial intelligence** to continually learn how to improve.



So the more it processes new information or new

search queries for users, it actually gets better and more accurate at returning this information.

For example, Google's algorithm "[might have up to 10,000 variations or sub-signals](#)," according to Search Engine Land. That's a lot!

As you can imagine, somehow managing all of those on the fly would be incredibly difficult (if not impossible).

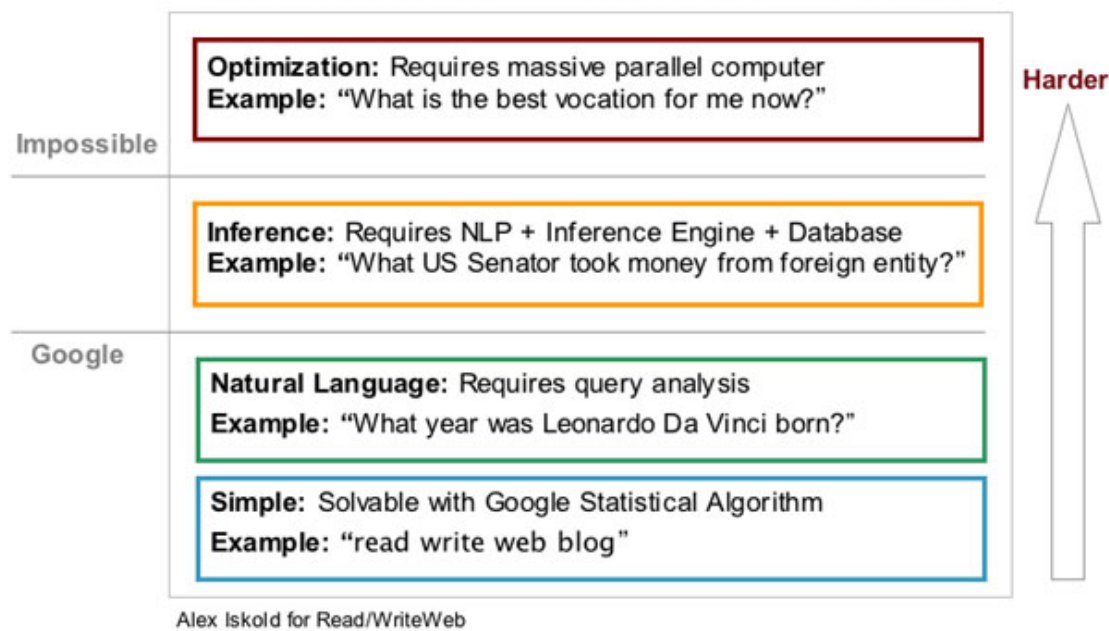
That's where RankBrain comes in to help manage the workload.

Generally, the two most important ranking factors are:

1. Links [and citations]
2. Words [content and queries]

RankBrain helps to analyze or understand the connections between those things so Google can [understand the context behind what someone's asking](#).

## The Spectrum of Semantic Search Problems



For example, let's say you type in the word "engineer salaries."

Now think about that for a moment. What type of engineer salaries are you looking for?

It could be "civil," "electrical," "mechanical," or even "software."

That's why Google needs to use several different factors to figure out exactly what you're asking for.

But let's say the following events played out over the past few years:

- You're getting a degree in computer science.
- Your IP address puts on the campus of Stanford University.

- You follow tech journalists on Twitter.
- You read TechCrunch almost every single day.
- And you were just *Googling* “software engineer jobs” last week.

See?

Google’s able to piece all of these random bits of data together. It’s like a bunch of puzzle pieces suddenly coming together.

So now Google knows what type of “engineer salaries” to show you, even though you never explicitly asked for “software engineer salaries.”

That’s also how Google is now answering your questions before you even ask them.

For example, do a generic search right now for anything, like “pizza.”

Now, what do you see?

Google

pizza

All

Maps

Images

News

Videos

More

Settings

Tools

About 842,000,000 results (1.34 seconds)

Domino's® Pizza Delivery - 2 Med 2-Top Pizzas Only \$5.99 Each

www.dominos.com/

Get Quality & Value Delivered!

Ratings: Selection 9.5/10 - Value 9.5/10 - Service 9.5/10 - Ease of use 9.5/10 - Food quality 9.5/10

Menu

Order Online

Domino's Tracker®

Domino's® Rewards

Meet Your New Favorite Pizza - Order Now - JetsPizza.com

www.jetspizza.com/

Get the Best of Jet's® Today and Flavorize Your Crust For Free®!

Slices Available Daily · Catering Available · Premium Ingredients

Types: BBQ Chicken, Hawaiian, Chicken Parmesan, All Meaty, Veggie

Pizza Menu · Order Online Now · Add A Side · Join our E-Club

Papa John's® Pizza - Order Online Or On The App - papajohns.com

www.papajohns.com/Pizza/Delivery

PapaJohns.com Makes It Easy To Get Your Favorite Pizza Fast!

Ratings: Delivery 9.5/10 - Food quality 9.5/10 - Value 9.5/10 - Service 9.5/10 - Selection 9.5/10

Little Caesars - Our New \$5 Menu

www.littlecaesars.com/

Choose From Our Classic Pizzas, Our New Loaded Crazy Bites And So Much More!

Anthony's Pizza & Pasta

Papa John's Pizza

Abo's Pizza

Highlands Ranch Golf Club

Highlands Ranch

Rating

Price

Hours

Abo's Pizza

3.6★☆☆☆ (36) · \$\$ · Pizza

Casual spot for NY-style pies

2229 Wildcat Reserve Pkwy, Unit A1

Quick bite · Casual · Delivery

Knowledge Graph

More Images

Pizza

Dish

Pizza is a yeasted flatbread typically topped with tomato sauce and cheese and baked in an oven. It is commonly topped with a selection of meats, vegetables and condiments. Wikipedia

Nutrition Facts

Pizza, 14" regular crust

Amount Per 1 slice (107 g)

Calories 285

% Daily Value\*

Total Fat 10 g

15%

Saturated fat 4.8 g

24%

Polysaturated fat 1.8 g

Monounsaturated fat 2.8 g

Trans fat 0.3 g

Cholesterol 18 mg

6%

Sodium 640 mg

26%

Potassium 184 mg

5%

Total Carbohydrate 36 g

12%

Dietary fiber 2.5 g

10%

Sugar 3.8 g

Protein 12 g

24%

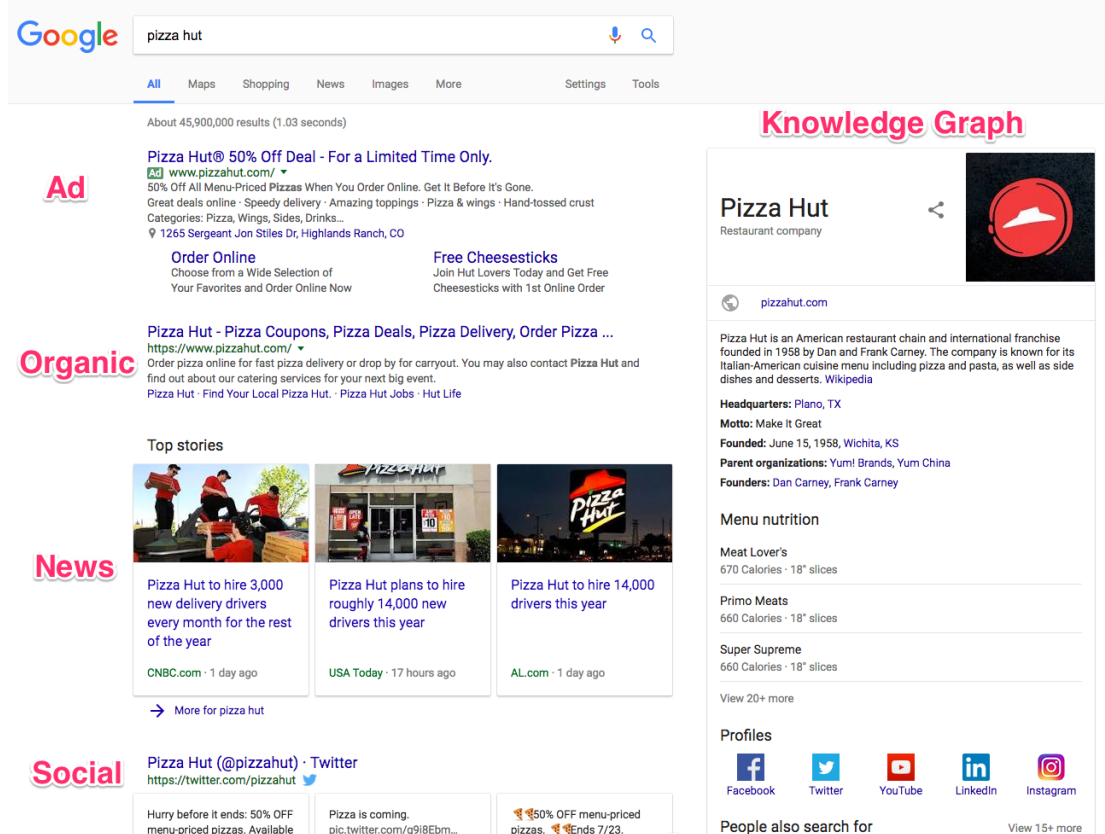
You see the typical ad spaces up at the top.

However, the local results below the ads are assuming that you’re asking “where to get pizza.”

The Knowledge Graph on the far right-hand side is serving up almost every fact and figure about pizza imaginable.

RankBrain can process and filter all of this data to give you answers before you even ask them.

Change your search up a little [like this one for “pizza hut”] and the search engine result page [SERP] changes with new information.



Now you know how Google's search engine really works.

While you don't need to be an expert, understanding the basics like this can help you better figure out how to give your prospects exactly what they want [so you get better rankings and more traffic].

Here are a few of the big things to keep an eye on.

## How to rank higher: Solve people's problems

People type search strings into Google to get an answer to whatever question they're facing.

If they're looking for an answer, it means they have a question.

And if they have a question, it means they have a problem.

So your primary job is to solve someone's problem.

In theory, it's really that simple. If you solve someone's problem better than anyone else, you'll get **better rankings and more traffic**.

Let's take a look at a few examples so you can see exactly how this works in real life.

Someone comes home from a long day at work. All they're looking forward to doing is grabbing something to eat fast and hanging out with their family or watching a new show on Netflix.

But before they're able to throw a meal together, they try to run the kitchen sink and discover that it's clogged.

Bummer.

It's already getting late, though, so they don't want to call a plumber. Instead, they head over to Google and start typing in "how to unclog drain"





as their **search query**.

Then here’s what they see:

how to unclog drain

Query



AllShoppingVideosImagesNewsMoreSettingsTools

About 304,000 results (0.35 seconds)

iRepair Plumbing - Sewer Line Services -

Ad

(801) 997-6885

Former member of Professional Plumbing Services in Utah can be  
Get A Free Estimate · Professional Plumbers · Same-day Service · All-Around Plumbing  
Services: Plumbing, Drain Cleaning, Sewer, Water Heater

Sewer Cleaning

Drain Cleaning

Home

Water Heater

Service to help

Instructions:


1. Pour a pot of boiling hot water down your drain.

2. Dump in about 1/2 c. baking soda. ...

3. Then, pour a mixture of 1 c. vinegar and 1. ...

4. Cover with a drain plug (to keep the reaction down below the drain surface) if you have one and let it sit for 5-10 minutes.

5. Flush one more time with a pot of boiling water.



This is acceptable.

How to Unclog a Drain with Baking Soda and Vinegar | Crunchy Betty

<https://crunchybetty.com/clean-your-drains-baking-soda-vinegar/>

Instant answer to question

About this resultFeedback

People also ask

How do I unclog my shower drain?

How do you use a drain snake?

How do you unblock a drain pipe?

How do you unblock a drain?

Other potential questions you may have, with answers

See?!

Way up at the top is an ad for a plumber [just in case you want to call in a professional].

Next up is an Instant Answer box that contains step-by-step instructions that Google believes has

helped other people. So you might already be able to fix your sink without ever leaving this page!

Otherwise, below that are related questions that other people commonly ask [along with their answers].

So all of this begs the question: How do you create something that can help solve a user's problem?

I'll answer that in one second, but here's what you ***don't do*** for the record:

Best **Keyword Research Tools** of 2017

The best **keyword research tools** of 2017 are few and far between. **Keyword research tools** can be either free or paid, but have the same impact on your research. **Keyword research tools** that ranked in our top list of **keyword research tools** were the following **keyword research tools**.

“Keyword density” used to be an old-school tactic that was once relevant when Google's algorithm was dumb and static. But today, with RankBrain, Google has become a borderline genius.

So keyword stuffing like it's 1999 all over again can only hurt you in the long run. And as you can see, this is a terrible “answer” or “solution” to someone's problem.

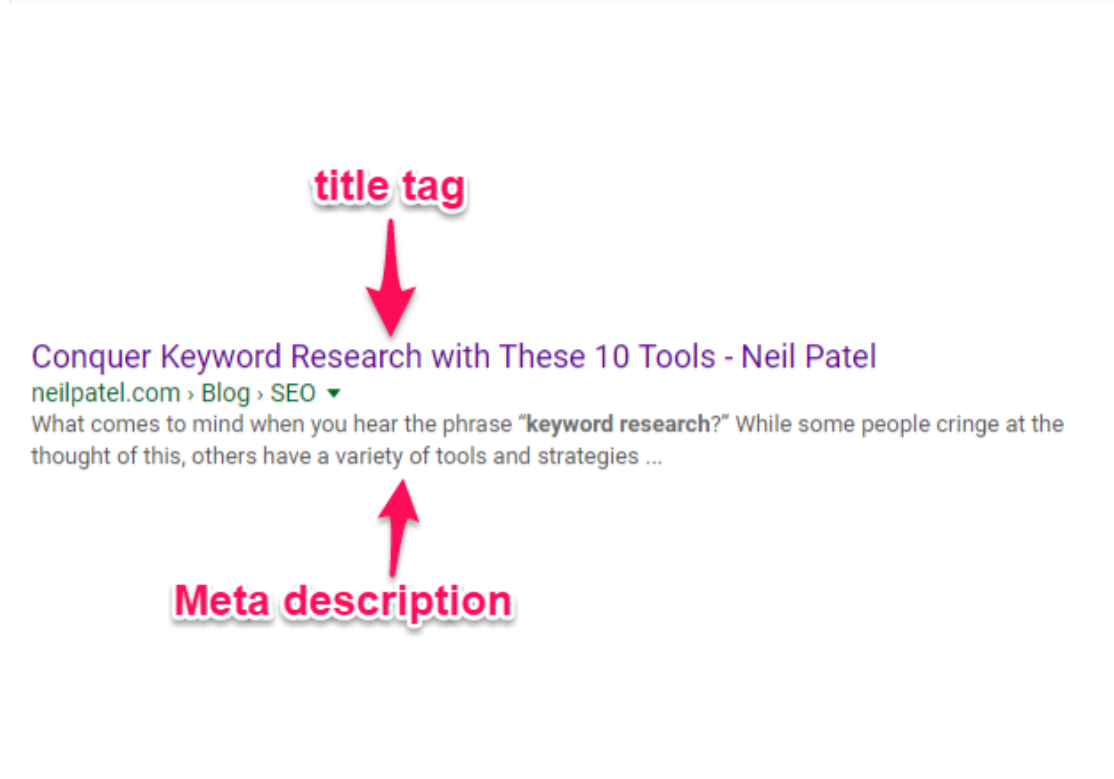
After saying that, there are a few places on a page

that you want to pay special attention to.

For example, the **Title Tag** and **Meta Description** are used by Google to provide an official answer for what this page is about.

Those are the two elements that will also show up on a SERP when someone types in their query.

It only makes sense, then, that you should use the main topic in those areas so that everyone knows exactly what your page is discussing.



Do you want to see where that text is getting pulled from?

Simply right-click on a website to view the source code. For example, my homepage looks something like this:

```

3 <!doctype html>
4 <html lang="en" prefix="og: http://ogp.me/ns#">
5
6 <head>
7
8 <meta charset="UTF-8">
9 <meta name="viewport" content="width=device-width, initial-scale=1.0">
10 <title>Neil Patel: Helping You Succeed Through Online Marketing!</title>
11
12
13 <meta name="description" content="Advanced: The Simple Process That Works To Turn Ice Cold Prospects Into Happy Customers (w/
Automated Conversion Funnels & Sequences.)">
14
15 <!-- This site is optimized with the Yoast SEO plugin v4.6 - https://yoast.com/wordpress/plugins/seo/ -->
16 <link rel="canonical" href="http://neilpatel.com/" />
17 <meta property="og:type" content="website" />
18 <meta property="og:title" content="Neil Patel: Helping You Succeed Through Online Marketing!" />
19 <meta property="og:description" content="Training Starts in: 14 Minutes and 59 Seconds How to generate 195,013 visitors a month
without spending a dollar on ads &nbsp; YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS! Online Training Starts in: 14
Minutes and 59 Seconds Who is Neil Patel? He is a New York Times best selling &hellip;" />
20 <meta property="og:url" content="http://neilpatel.com/" />
21 <meta property="og:site_name" content="Neil Patel" />
22 <meta property="og:image" content="http://neilpatel.com/wp-content/themes/neilpatel/images/logo.svg" />
23 <meta name="twitter:card" content="summary" />
24 <meta name="twitter:description" content="Training Starts in: 14 Minutes and 59 Seconds How to generate 195,013 visitors a month
without spending a dollar on ads &nbsp; YES, I WANT NEIL TO TEACH ME HOW TO GROW MY BUSINESS! Online Training Starts in: 14
Minutes and 59 Seconds Who is Neil Patel? He is a New York Times best selling [&hellip;]" />
25 <meta name="twitter:title" content="Neil Patel: Helping You Succeed Through Online Marketing!" />
26 <meta name="twitter:image" content="http://neilpatel.com/wp-content/themes/neilpatel/images/logo.svg" />
27 <script type="application/ld+json">
{"@context":"http://schema.org","@type":"WebSite","@id":"#website","url":"http://neilpatel.com/","name":"Neil
Patel","potentialAction":{"@type":"SearchAction","target":"http://neilpatel.com/?s={search_term_string}","query-
input":{"required name=search_term_string}}}</script>
28 <meta name="google-site-verification" content="lB8s2tqC64hLVWIW_hLQnq4oF_WP4KOB7GNjqd_YFD0" />
29 <!-- / Yoast SEO plugin. -->

```

You can see the title tag and meta description at the top of the code.

I'm also using [Yoast's WordPress SEO](#) plugin to help add these extra fields on the backside of WordPress.

That way, all you have to do is write out the specific title and description in plain text (as opposed to getting your hands dirty with code).

Otherwise, the actual page content should be written for humans (as opposed to keyword stuffing to tricks or fool the search engines).

Instead, here's how your page content should look:

*What comes to mind when you hear the phrase “keyword research?”*

While some people cringe at the thought of this, others have a variety of tools and strategies in place for achieving success.

There is no denying the fact that **keyword research is part of an advanced SEO strategy**. Even so, that doesn't mean the process has to be long, drawn out or costly.

*Is it really that important?* Believe it or not, I speak with people all the time who never conduct keyword research. They don't see the point in doing so and there are many reasons for this:

- They already know their two or three primary keyword phrase results.
- They don't believe in the power of **long-tail keywords**.
- They are under the impression that it costs too much time and money.

In that example, I was writing an in-depth response to help someone figure out a solution to a complex problem [keyword research].

But even though it's a complex subject, I was trying to give them a simple, step-by-step solution so they could fix that problem ASAP.

Google even takes **website usage data** into account now to determine how helpful your content is.

For example, let's say that someone clicks on your website from Google and is turned off by the poor design or hard-to-read content. So they 'bounce back' to Google immediately to find a different result.

That's a bad sign! Google's now able to pick up on that and determine that you weren't a happy

searcher. So maybe Google will try to find a few other results to swap out with that one to hopefully make everyone happy.

That's why I also break up the paragraphs and include a lot of images. The goal is to help people quickly find what they're looking for. I want them to read the page faster and digest the information more easily so that they'll stick around longer instead of bouncing away.

That's the key to ranking well in search engines. Give the people what they want, keep them around or coming back for more, and Google will be happier as a result.

Let's go back to our clogged drain example to see how this works in another context.

### How to Unclog a Drain with Baking Soda and Vinegar | Crunchy Betty

<https://crunchybetty.com/clean-your-drains-baking-soda-vinegar/> ▼

Jun 19, 2017 - Instructions: Pour a pot of boiling hot water down your **drain**. Dump in about 1/2 c. baking soda. Then, pour a mixture of 1 c. vinegar and 1. Cover with a **drain** plug (to keep the reaction down below the **drain** surface) if you have one and let it sit for 5-10 minutes. Flush one more time with a pot of boiling water.

DIY 101: Baking Soda ... · One small thing : baking soda ... · Crunchy Home

### 7 Brilliant Ways to Unclog a Drain (Photos) | Yahoo

<https://www.yahoo.com/life/7-brilliant-ways-to-unclog-your-drain-1101...> ▼

Feb 20, 2015 - Until one day you can't ignore it any longer, you've got to **unclog** the **drain**. It's always best to take preventative measures, but we're all human ...

### Clear Any Clogged Drain | This Old House

<https://www.thisoldhouse.com/how-to/clear-any-clogged-drain> ▼

We'll show you how to clear stubborn clogs in a kitchen sink, bathtub, toilet and floor **drain**. These proven techniques will dislodge virtually any **clog**. Remember ...

### Why You Should Never Use Baking Soda and Vinegar to Clean ...

<https://brendid.com/why-you-should-never-use-baking-soda-and-vinegar-to-clean-clo...> ▼

Want to naturally **unclog** a sink or clean a slow-moving **drain**? Learn why you should never use baking soda and vinegar to clean your FOG clogged **drains** and ...

### 10 Really Easy Ways to Unclog Drains | Wise Bread

[www.wisebread.com/10-really-easy-ways-to-unclog-drains](http://www.wisebread.com/10-really-easy-ways-to-unclog-drains) ▼

Mar 16, 2011 - The Bent Wire Hanger. Simple enough, but surprisingly effective. Baking Soda and Vinegar. Mix 1/3rd of a cup of baking soda with 1/3rd of a cup of vinegar in a measuring cup. The Wet & Dry Vacuum. Boiling Water. Caustic Soda. Cleaning the Pipe. The **Drain** Snake. Salt and Baking Soda.

### 5 Ways to Unclog a Bathtub Drain - wikiHow

[www.wikihow.com > ... > Plumbing Drains Waste and Vents > Drains Maintenance](http://www.wikihow.com/...>PlumbingDrainsWasteandVents>DrainsMaintenance) ▼

★★★★★ Rating: 82% - 80 votes

**How to Unclog a Bathtub Drain.** Instead of spending your money on a plumber, try to clear the **clog** yourself. This wikiHow will show you several ways of doing ...

### How to Unclog a Drain | The Family Handyman

<https://www.familyhandyman.com/.../drain.../how-to-unclog-a-drain...clogged/view-a...> ▼

If the plunger and the snake fail, you probably have a big **clog** somewhere in the drainpipe. Here's how to locate the **clog** and grind your way through it.

### Unclog a Sink, Tub or Shower - Lowe's Home Improvement

<https://www.lowes.com/projects/bed-and-bath/clear-clogged-drain/project> ▼

Keep your kitchen and bathroom **drains** running smoothly. Learn simple steps you can take to **unclog** a stopped sink, tub or shower **drain**.

Those are all pretty good results!

In each case, the person who crafted each page provided a detailed answer to a common problem.

Let's zero in on that second SERP result, "7 Brilliant Ways to Unclog a Drain [Photos]" from Yahoo, to discover what they're doing so well to hit number two on a big, popular search query like that.



## How to Unclog a Drain with Baking Soda and Vinegar | Crunchy Betty

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[www.wisebread.com](http://www.wisebread.com) › Frugal Living › DIY ▼

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<https://www.lowes.com/projects/bed-and-bath/clear-clogged-drain/project> ▼

Keep your kitchen and bathroom **drains** running smoothly. Learn simple steps you can take to **unclog** a stopped sink, tub or shower **drain**.

This seems like it might be a good result because it gives us multiple methods to try, along with photos so we can see exactly what's happening.

Let's click on that to see what they provide.



### Baking Soda and Vinegar

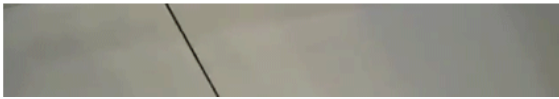


This method probably won't work on your toughest clogs. But if you've got less than 100% blockage, this is a safe and effective technique that also spares you from having to physically fish the clog monster out of your drain and meeting it face-to-face.

1. Boil a pot of water and then slowly pour it down the drain. Leave one cup of the boiled water in the pot for later.
2. Immediately dump in 1/3 cup of baking soda and let it sit for five minutes.
3. In the pot, mix a cup of vinegar into the hot water. Pour the mixture into the drain. Watch it fizz! Let it sit for 20 minutes.
4. Flush the mixture down with an additional pot of boiling water.

**Related story on Yahoo Makers:** [5 Handy Household Uses for Vinegar](#)

### The Wire Hanger



Pretty good overall!

It provides the user with good, quality content to help solve a problem. The better your content does that, the more links or 'upvotes' it will receive when other people find it useful, too.

Links and other citations or social signals help alert Google. They tell the search engine that your page is on the rise and to start paying attention to your website for these topics.

Your page will get better treatment, move up in the rankings, be exposed to more people, get more links or votes as a result, and continue that upward trend.

That's where the genius of Google's process comes into play.

It makes people happy by giving them exactly what they're looking for. And when you do it right, it gives you compounding benefits that can take off all of a sudden, expanding your website traffic as a result.

## Conclusion

Google's search engine is one of the most complex technologies in the world.

It crunches a mind-numbing amount of data at lightning speeds to give people exactly what they're looking for and when they want it.

There's a good reason why Google's advertising business pulls in [78% of all search ad revenues](#).

But when you boil everything down to the basics, search engines are actually pretty easy to understand.

They're just trying to help people find what they're looking for.

People use Google to find answers and solution.

They have something on the top of their minds, and they want to find an answer that helps them clear the issue to move on with their day.

Google does that better than anyone else by pulling data from all sorts of places to determine exactly what you, specifically, are looking for — even if you don't type it in that way!

*What do you think of Google pulling in data to better answer your questions: Creepy or helpful?*



**YES, I WANT MORE TRAFFIC!**






## About Neil Patel

He is the co-founder of [Neil Patel Digital](#). The Wall Street Journal calls him a top influencer on the web, Forbes says he is one of the top 10 marketers, and Entrepreneur Magazine says he created one of the 100 most brilliant companies. Neil is a New York Times bestselling author and was recognized as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations.

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Letter please 😊

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Email Address

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